GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

UNSTARRED QUESTION NO:3476
ANSWERED ON:08.08.2017
National Dairy Development Board
Ghubaya Shri Sher Singh;Ray Dr. Ravindra Kumar

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) Whether the Government has launched the logo of the National Dairy Development Board (NDDB);
(b) If so, the details of the benefits likely to be availed from such logo;
(c) Whether the Government has constituted any Committee/Board to monitor the quality of milk produced/sold in the country;
(d) If so, the details thereof; and
(e) If not, the reasons therefor?

Answer

ANSWER
THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE
(SHRI SUDARSHAN BHAGAT)

(a) Yes madam, National Dairy development Board(NDDB) has developed an initiative of "Quality Mark" Award Scheme for dairy Cooperatives to promote and encourage enhancement of safety, quality and hygiene of milk and milk products manufactured by dairy cooperatives. The Government has launched the Quality Mark logo for milk and milk products for dairy cooperatives developed and registered by National Dairy Development Board.

(b) The Quality Mark Logo;

i. Will provide Dairy Co-operatives and producer institutions the much needed brand identity and a competitive edge.
ii. Will contribute to building consumer confidence in dairy co-operative brands.
iii. Is aimed at bringing about process improvement in the entire value chain from producer to consumer to ensure availability of quality milk & milk products.
iv. Will create requisite awareness among various dairy units across the country for adopting the quality measurers required under Quality Mark.
v. Serve as an umbrella brand identity reinforcing the consumers' recognition that the Quality Mark is synonymous with good quality.

(c) to (e) − The quality of milk & milk product produced/sold in the country comes under the purview of the Food Safety and Standards Act, 2006 and Food Safety & Standards Rules & Regulations, 2011 made thereunder. Food Authority has prescribed standards for milk and milk products under Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011. The implementation and enforcement of Food Safety and Standards Act, 2006 primarily rests with the State/ UT Governments. Food Safety and Standards Authority of India regularly takes up the issue of enforcement of these Standards with the State/UT authorities, through communications and interactions during the meetings of the Central Advisory Committee, in which Commissioners of Food Safety of all States and UTs are represented.

Regular surveillance, monitoring, inspection and random sampling of food products are being done by the Officials of Food Safety Departments of the respective States/ UTs to check compliance of the standards laid down under Food Safety and Standards Act, 2006, and the rules and regulations made there under. In cases where the food samples are found to be non-conforming, recourse is taken to penal provisions under Chapter IX of the FSS Act, 2006.

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